

## Exploring Self-Employment FREE workshops May-June 2022

**Lutterworth Sports Centre, Coventry Road, Lutterworth, LE17 4RB.**

The workshops are run by CASE which is a business support, advice and training organisation that has worked in this field for 40 years. Please call CASE on [0116 222 5010](tel:01162225010) to book your place or to speak to someone about the course, or email [enquiries@case.coop](mailto:enquiries@case.coop) to reserve your place.

If you are delayed or unable to attend on workshop days please call Dorothy on 0794 1613 401.

The sessions start at 9.30am and finish at 1pm. Please arrive by 9.15am, if possible, to ensure a prompt start. Refreshments are included and the course is **FREE**.

<b>Business and Self Employment Workshops</b>	
<b>One</b>  Wednesday 11 <sup>th</sup> May	<p><b>You and your idea - planning to succeed</b></p> <p>Who am I? What interests me? Why am I interested in business? What do I want to achieve by going into self-employment or business?</p> <p>Planning my business: a personal review - what do I need to know? How will I find out the information I need?</p> <p>You will be introduced to useful tools to help you to plan your business.</p>
<b>Two</b>  Wednesday 18 <sup>th</sup> May	<p><b>Getting and keeping customers</b></p> <p>An introduction to marketing and promotion</p> <p>How do I sell my business? How do I attract customers to my product or service?</p>
<b>Three</b>  Wednesday 25 <sup>th</sup> May	<p><b>Getting on the route – an introduction to business plans</b></p> <p>What is a business plan? Why is it important to have one? How do I produce a business plan?</p> <p>Identifying resources - premises, equipment, finance, services, advice, training needs etc and bringing these into your business plan.</p>

<p><b>Four</b></p> <p>Wednesday 8th June</p>	<p><b>What do you need to get by? Preparing a survival budget.</b></p> <p>How will I ensure that I don't run out of money? What is a survival budget and how do I put one together?</p> <p>We will look at a survival budget example and work with you to compile your own budget</p>
<p><b>Five</b></p> <p>Wednesday 15th June</p>	<p><b>Finance – part one</b></p> <p>Pricing and profitability.</p> <p>Costing and pricing your product and service to break even and make a profit.</p>
<p><b>Six</b></p> <p>Wednesday 22nd June</p>	<p><b>Finance – part two</b></p> <p>Profitability and cash flow forecasts</p> <p>Managing your time to manage your finances.</p> <p>Business management and administration</p>
<p><b>Seven</b></p> <p>Wednesday 29th June</p>	<p><b>Legal structures</b></p> <p>An introduction to legal structures</p> <p><b>Further steps</b></p> <p>What next? Moving forward - review of sources of advice and assistance and how to develop your ideas further</p>

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